



# YOUR LOCAL ACE IS YOUR Holiday Gifting Destination

Ace is here to help you get ready for the holidays. Find thoughtful gifts from the BEST BRANDS at the top of everyone's gift list, from grills and accessories for backyard chefs, power tools for your favorite handyman, plus gadgets and gear for gardeners, and Yeti tumblers and coolers for adventurous types. It's easy to shop when it's in stock at Ace!

And once your gift list is checked off, it's time to make the preparations at home, with everything from lighting and décor to grilling essentials for your holiday menu. With some helpful holiday tips from Lou and Chef Jason, and trusted advice from your neighborhood Ace, you'll be able to wrap up your holidays whenever you see **Wrap It In Red**.



















Updated Nostalgic | Clean | Joyful | Togetherness



### **Indoor Options**







White Satin Paint



Light Brown Wood

- Warm
- Traditional green trim
- Warm wood shelving
- Presents
- Red bows on product

# **Outdoor Options**



Example



White Siding



Light Brown Wood

- Porch
- Traditional greenery
- Dusting of snow
- Red bows on products



Example



Light Wood Wall



Concrete Floor

- Warm white lights
- Clean
- White propping
- · Green trim
- Presents



Example



White Garage Door

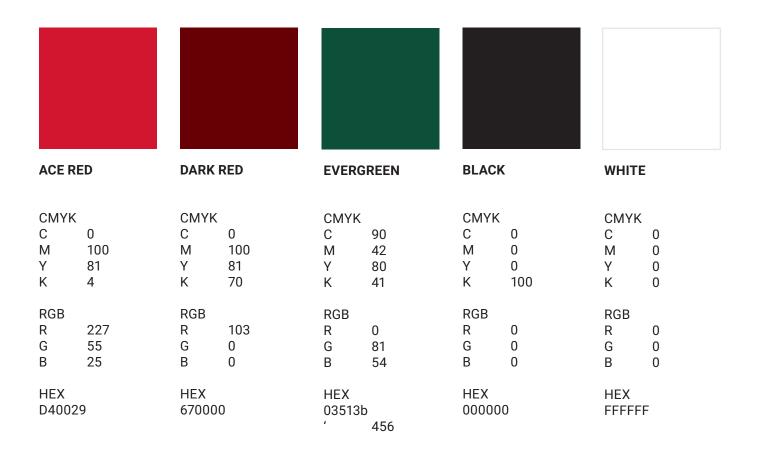


Concrete Driveway

- Traditional greenery
- Holiday Lighting/ Decor
- Dusting of snow
- Products w/ Red Bows



### PRIMARY



This color palette should be used across all channels in typography, graphic elements and backgrounds.



### **TAGLINES**

- · Around the block, with gifts in stock.
- Around the block, with (lighting, décor, tools, etc.) in stock.
- · Ready to shop. The gifts you need in stock.
- Tick, tock. There's still time to shop. (last minute gifts)

### CYBER MONDAY

- · Cyber Monday. The Helpful Way!
- · Cyber Monday is Your Day to Save
- It's Cyber Monday Let the Gifting Begin
- It's Cyber Monday. Scroll Through the Savings!
- · Start the Week with Cyber Monday Savings
- Click and Save on Cyber Monday

### **BLACK FRIDAY**

- Black Friday! The Helpful Way!
- · Your Place for Black Friday Deals
- · It's Easy to Save on Black Friday
- · The Best Deals of Black Friday
- Fill Your Cart with Black Friday Savings
- · Black Friday Savings on Gifts for Everyone

### SHOP EARLY MESSAGING

- · Get a head-start on the holidays.
- · Kickstart your holiday cart.
- · Wrap up your holiday shopping early.
- The Earlier the EASIER
- · Counting the Days. All These Ways to Save!
- · Mark Your Calendars. New Deals Every Day!
- · Tick tock. It's Time to Shop.

### **DECEMBER GIFTING**

- The Helpful Way to Holiday Shop
- The Best Stocking Stuffers. In Stock at Ace!
- · Gift Ideas for Every Project
- · Gifts that Power Up Projects
- Power Through Your Gift List
- Hand Tools make the Handiest Stocking Stuffers
- Season's Savings at Ace
- A toolbox full of gift ideas
- Give the gift of (grilling, power, DIY, good taste, saving time)
- Holiday Entertaining Made Easy
- Gifts that Entertain All Year Long
- Here to Help with the Holidays
- · Useful Gifts. Incredible Savings



### LAST MINUTE GIFTS

- · Ace Gift Cards the Perfect Gift is Always in Stock
- · Beat the rush with a click or a visit.
- Ace without leaving your place. We deliver, from your neighborhood Ace.
- · Avoid the Holiday Hassle. We deliver!
- · Last Minute Gifts as Easy as Your Local Ace.
- · How about NOW! Last minute gifts from your local Ace.
- · When the weather outside is frightful... we deliver.

### LIGHTING

- · Add some sparkle to the season.
- · Light up the holidays.
- · Make your home merry and bright.
- · Hang up some holiday cheer.
- Deals that make eyes light up.

### **GIFTS BY PERSON**

### DAD

- · Gifts that help dad grill
- Gifts for dads that grill
- · Gifts for busy dads
- · Gifts for every dad project
- The gifts that dads want
- · Gifts that dads love to use

### MOM

- · Gifts on mom's wish list
- Mom's most wanted gifts
- Gifts for gardening moms
- · Gifts for project moms
- · Gifts for all of mom's projects
- Gifts that dads love to use

### **GIFTS BY CATEGORY**

### **GRILLING GIFTS**

- · Grilling gifts bring warm smiles
- · Grilling gifts that entertain all year long
- · Grilling gifts make the best gifts
- · Grilling gifts for any size budget

### **POWER TOOL GIFTS**

- · Power tools make a perfect gift
- · Power their projects with Tool Gifts
- Tool gifts always come in handy
- Stuff stockings with tool accessories



Fonts have been selected for their simplicity, boldness and adherence to brand standards.

# Headline

Roboto Black

Title Case

Optical Kerning -?

# SUBHEAD

Roboto Bold

**UPPERCASE** 

Optical Kerning - 0

Body

Roboto Regular

Sentence case

Optical Kerning - 0





Whitewashed Wood



Light Brown Wood Grain



Gingham Pattern



### PRIMARY BACKGROUNDS

No slats for sake of legibility

- Place behind silos

- Add dimension and warmth to holiday assets
- Use purposefully, do not use multiple backgrounds in one deliverable

### **ACCENT BACKGROUNDS**

- Use for grounding product
- Use behind copy
- Can be used to call out high priority deals
- Should not be used as entire
   background, with the exclusion of
   Black Friday and Cyber Monday assets



Wrap it in Red - Ace Only



Wrap it in Red - Only



Wrap it in Red - Legacy



# WHEN TO USE

Main tag, use across digital and most print deliverables.

0° or 7° Angle

# WHEN TO USE

Use on large scale print deliverables, and legacy instore signage.

0° or 7° Angle

# WHEN TO USE

Use when Ace logo is already present elsewhere on deliverable.

0° or 7° Angle





Bows - Shoot in photography or add to SILO products



Garland - Used to accent borders

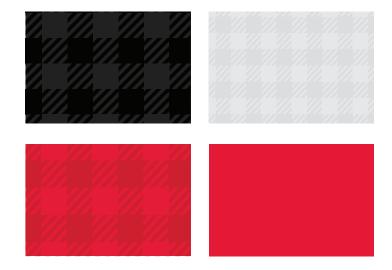


Presents - Shoot in photography or use COB presents in layout





Black Friday Lockup - 7° Angle



Accent Backgrounds







Bows - Shoot in photography or add to SILO products



Garland - Used to accent borders





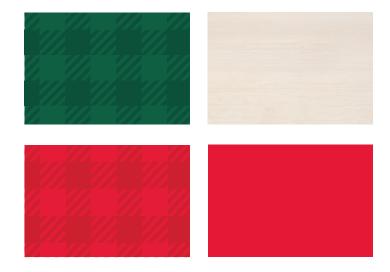


Presents - Shoot in photography or use COB presents in layout





Black Friday Lockup - 7° Angle



Accent Backgrounds







Bows - Shoot in photography or add to SILO products



Garland - Used to accent borders





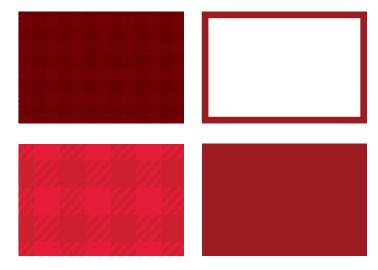


Presents - Shoot in photography or use COB presents in layout





Holiday Shop Lockup - 7° Angle







Bows - Shoot in photography or add to SILO products



Presents - Shoot in photography or use COB presents in layout



# OVERALL HOLIDAY Collateral Examples



November Circular Cover





November Circular Inside Spread









November Red Hot Buys 2241101ML, 06, Versions: CA, DS, FN, NR, NW, SO, TR 2241101ML, 07, Versions: CA, DS, FN, NR, NW, SO, TR

November Red Hot Buys



Holiday End Cap

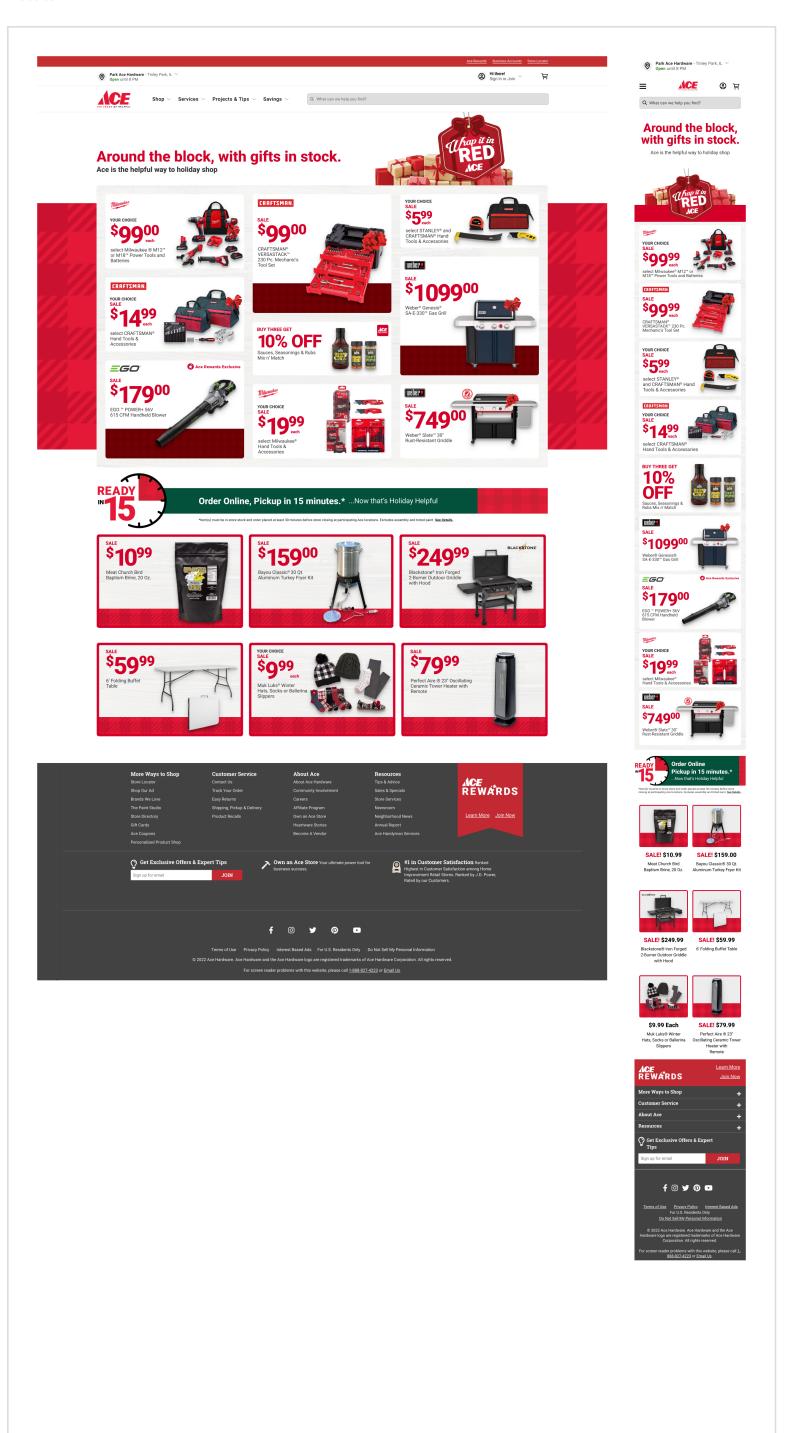
FPO - INSPIRATION FOR FUTURE DELIVERABLES



# AROUND THE BLOCK, WITH GIFTS IN STOCK



### Website





### Social

1080x1080 Example Cover Card



POST COPY

Option 1 Headline (32 characters): The Helpful Way to Holiday Shop

Primary Text (125 characters):
For holiday gifts like drinkware, grills, power tools, home goods, and more, you only need to go as far as your local Ace.

Description (18 characters): Shop Now

### Example Product Card



Option 2 Headline (32 characters): Gifts that Entertain All Year Long

Primary Text (125 characters): From the barbecue fan to the power tool pro, Ace has you covered with holiday gifts for everyone in the family.

Description (18 characters): Shop Now



Option 3 Headline (32 characters): Kickstart your holiday cart

Primary Text (125 characters): Ace has something for everyone on your holiday list, with workshop essentials, grills, smart home tech and more.

Description (18 characters): Shop Now





POSTER W/ BGE

POSTER W/O BGE







# SPECIAL PROMOTION Collateral Examples



Holiday Shop in Black Friday Event Circular





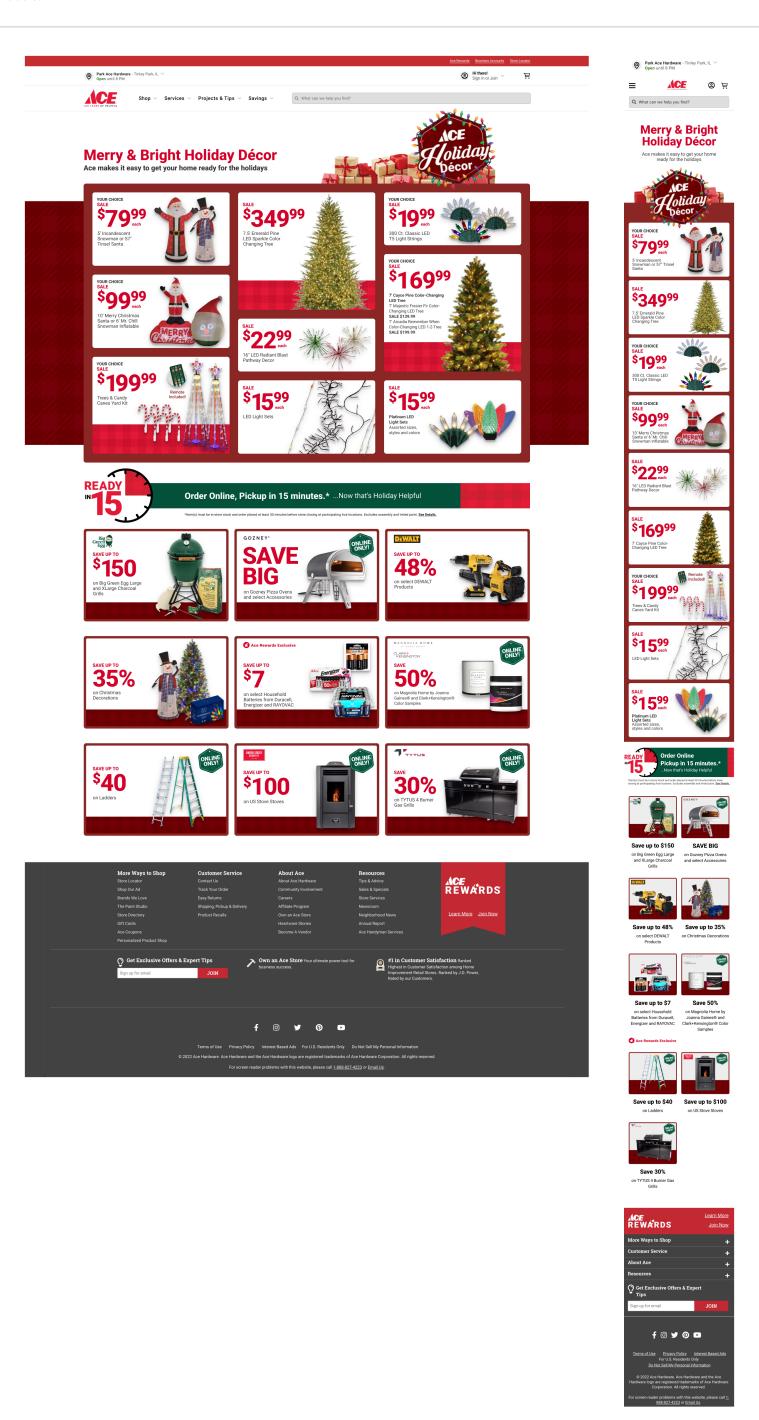
### November Circular Inside Spread







### Website





### Social

1080x1080 **Example Cover Card** 



### **POST COPY**

#### Option 1

Headline (32 characters): Around the block, with holiday décor in stock.

Primary Text (125 characters): Shop savings on holiday decor at Ace to help you deck out your home with all the joy of the season.

Description (18 characters): Shop Now

Example Category Specific Cover Card



### Option 2

Headline (32 characters): Hang Up Holiday Cheer

Primary Text (125 characters):

Bring warmth and cheer to your holidays with light strings, tinsel, yard décor, and more at your local Ace.

Description (18 characters): Shop Now

Example Product Card



Option 3 Headline (32 characters): Light Up the Holidays

Primary Text (125 characters): Your neighborhood Ace has holiday lights, wreaths, and more to help you deck your home with glad tidings.

Description (18 characters): Shop Now



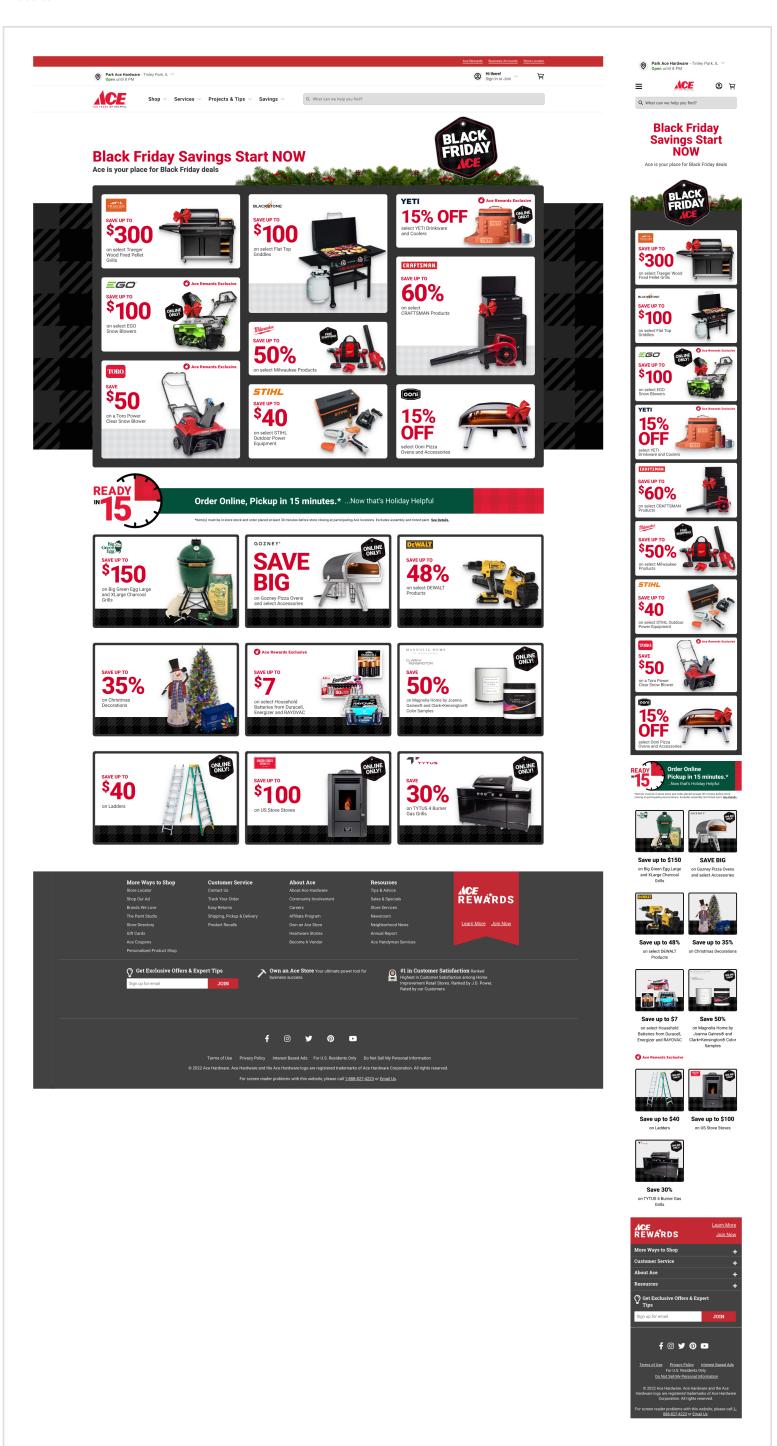
Black Friday Now Event Circular







### Website





### Social

1080x1080 Example Cover Card



**POST COPY** 

### Option 1

Headline (32 characters): Black Friday. The Helpful Way!

Primary Text (125 characters): From BBQ favorites to project essentials, Ace has all the Black Friday deals you need to complete your holiday shopping.

Description (18 characters): Shop Now

Example Brand Specific Cover Card



Option 2 Headline (32 characters): The Best Deals of Black Friday

Primary Text (125 characters): Shop your local Ace to load up on Black Friday discounts on top brands like CRAFTSMAN®, YETI®, Traeger®, and more.

Description (18 characters): Shop Now

**Example Product Card** 



Option 3

Headline (32 characters): Ace is the Place for Black Friday Savings

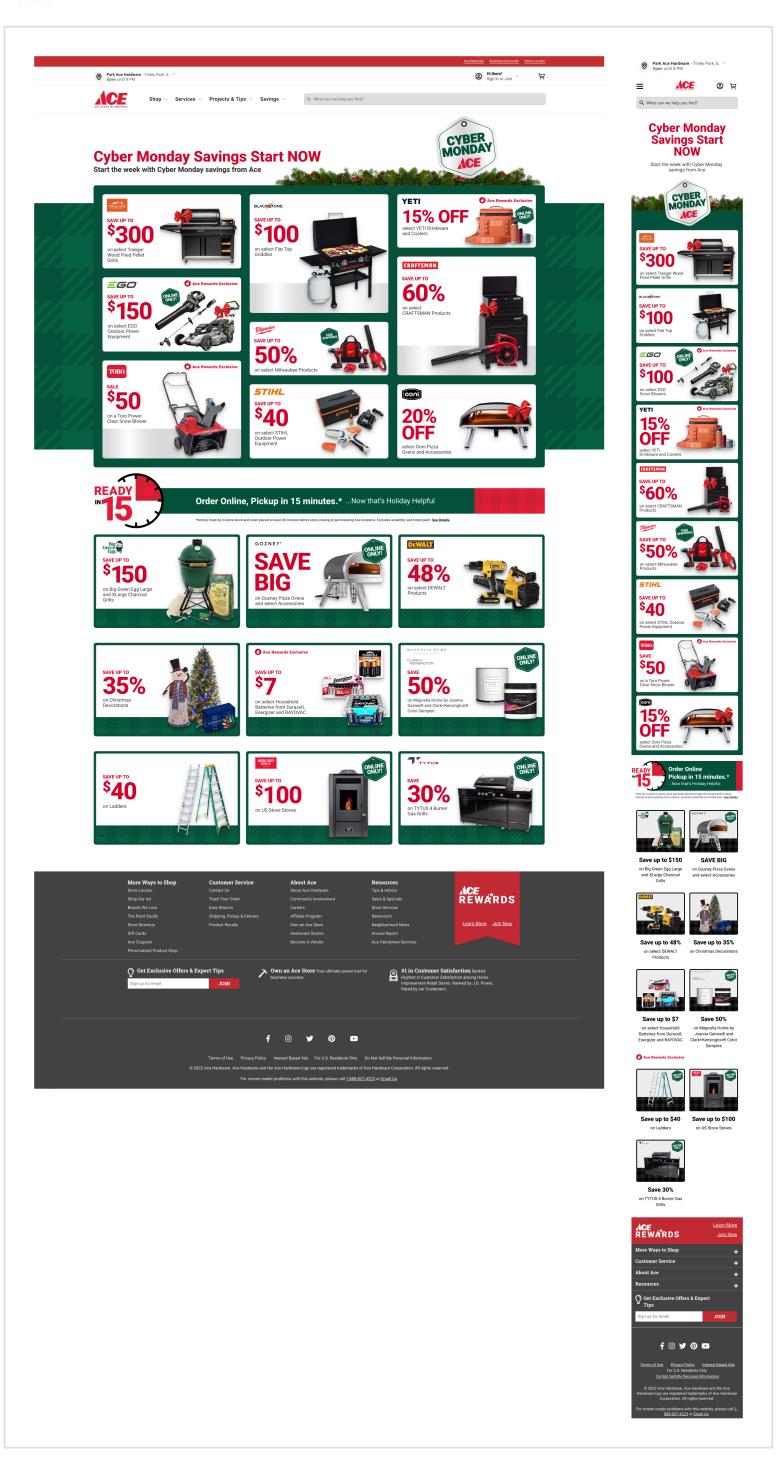
Primary Text (125 characters):

The Black Friday offers you need to wrap up holiday gifts like grills, outdoor power, and more are at your local Ace.

Description (18 characters): Shop Now

# The helpful place.

### Website





### Social

1080x1080

Example Cover Card



**POST COPY** 

#### Option 1

Headline (32 characters): Cyber Monday is your Day to Save

Primary Text (125 characters):

Shop the savings of the season during Cyber Monday at Ace to get holiday gifts for all your favorite people.

Description (18 characters): Shop Now Example Brand Specific Cover Card



Option 2

Headline (32 characters): Click and Save on Cyber Monday

Primary Text (125 characters):

With Cyber Monday at Ace, you'll find plenty of deals on grills, patio sets, lawn care, tools, and more for holiday shopping.

Description (18 characters): Shop Now Example Product Card



Option 3

Headline (32 characters): Cyber Monday. The Helpful Way!

Primary Text (125 characters):

Take care of all your holiday gift shopping with Cyber Monday offers at Ace on grills, tools, gardening supplies, and more.

Description (18 characters): Shop Now